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USAREC

Aug/Sept 1992

Recruiter Journal



CONAP in KC

A New Beginning for



by MG Jack C. Wheeler

Good people, looking back, we'll remember the summer of 1992 as a time of tremendous change for USAREC. We deactivated 4th Brigade, bringing to a close proud traditions developed over decades by a succession of dedicated soldiers and civilian employees. With RSM July came a new structure, four recruiting brigades with four sterling leaders. And, on July 20th, the relocation of our headquarters to Fort Knox began. All over the command, our people are facing many changes and, of equal import, significant challenges to our mission of providing a quality force.

Sometimes, change means the end of one era and the beginning of another. I think it's fitting that these changes are coming near the end of the century. As we approach the 21st century, the world is changing dramatically. The cold war is over, and the role of the Army is changing to meet new demands.

Our principal challenge is to use this opportunity to refocus our goals and objectives. Each and every member of this command will be called upon to provide the strength and to continue to write history. This is a time for new beginnings.

We face good old hard work as we plan our new beginning. The Army is downsizing. There's a public perception that we're not hiring. Budgets are being reduced, and ours is certainly no exception. We're going to be doing our jobs with fewer resources than we are accustomed to. We have never been in the environment that we are in today. In many ways, USAREC is becoming a new command.

While we face challenges, we also face opportunities. Our missions have been lowered. Unemployment overall stands at 7.8 percent, and youth unemployment is at an astounding 23.6 percent! Corporations are laying off people by the thousands. Families are trying to figure out how they are going to pay Johnny's and Suzy's college tuition. Kids who don't plan to go to college face a bleak employment future today. Ladies and gentlemen, we have what they need!

We have to get out of our offices and spread the word that we are still recruiting. That we still offer \$25,200 for college. That we will still help repay college loans. That we still offer training in high tech skills. And, oh yes, that Army alumni will continue to have what this nation's employers are looking for.

Yes, we face a new era and a new command, but we also have a new vision to aspire to. I have every confidence that you men and women of USAREC are ready. If we meet our new challenges using the opportunities that exist, I have no doubt that we will, once again, write history for our Army and for our great nation.

The future of the Army is in your hands.

USAREC Recruiter Journal Aug/Sept 1992

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MG Jack C. Wheeler
Commanding General

S. Douglas Smith
Public Affairs Officer

Kathleen Welker
Editor

Vernetta E. Graham
Assistant Editor

Pearl Ingram
Assistant Editor

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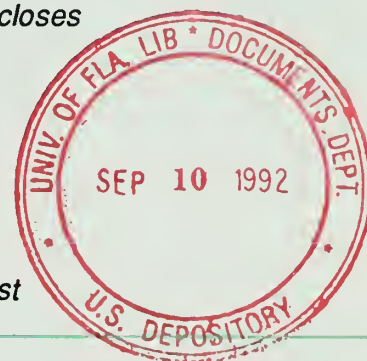
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Cover photo by . . .

Emille Fredericks, Kansas City Battalion A&PA

(see story on page 8)

The way I see it

All "The Way I See It" forms received by the USAREC Chief of Staff are handled promptly. Those that are signed and include a phone number will receive a phone call within 48 hours of receipt. Those with addresses will receive a written response approximately 3 weeks from receipt.

A recruiter writes:

I am the station commander of the District Heights Recruiting Station. I have a Reserve recruiter who is working hard to penetrate a community college that has two STARR-approved programs. I am concerned (as well as is my recruiter) because there is not enough guidance in writing about what STARR will and will not pay. I have spent countless hours in telephone conversations with my operations officer (USAR) who has answered almost all of my questions, but it seems we need more literature on this problem. There is more information in the RPI (dated Nov 90, #790) than we have to go by. However, I must say the RPI, which has been the major seller of the program, has incorrect information, which brings me to the second part of my concern.

I am processing an individual, PS-16K male (PS from Army Reserve and out of his MOS), that is in a 91V program. He has asked about every possible means of payment under the STARR program. The cost estimate came to approximately \$8,060. After completing most of the processing, we found that the brochure has a mistake - STARR will not pay for student health insurance. Why not - if it stays below the \$12,000 max? This individual is saving us money by having credits from his bachelor's degree that he won't have to retake; he is also not qualified for the Reserve GI Bill. His basic pay as an E-3 for USAR 91V school for one year equals \$10,980, not including the cost of his training and room and board. I think we are still coming out ahead.

- SFC Steven J. Follmann

Reserve Affairs Directorate responds:

Reference your comments concerning the STARR enlistment option, we agree that there is insufficient guidance in the field on STARR. This is especially true with regard to the responsibilities of the Reserve units and some of the contract specifics such as student health insurance. You should expect to see a new Army regulation replacing the current STARR Memorandum of Instruction (MOI) by the first quarter of fiscal year 1993. This regulation will address student health insurance and a variety of questions we have received from the field.

During the staffing of the STARR recruiting publicity item (RPI) #790, HQDA determined that student health insurance was not an expense covered under the STARR program. Due to an administrative oversight, the RPI published in November 1990 was in error. However, the MOI governing the STARR program published on June 21, 1990, did not identify student health insurance as an expense covered by STARR. Consequently, the National AMEDD Augmentation Detachment has not paid any claims for student health insurance. The Army is only bound by the enlistment contract and supporting addendums.

It was not until we were called by BG Lenhardt, after he visited your station and your comments in "The Way I See It," that this headquarters was aware of the error on the RPI. On May 22, 1992, we dispatched an Electronic Mail System (EMS) message (#9206052) to the field clarifying expenses covered by the STARR program and advising of the error in the RPI. We ask that you no longer use RPI #790, November 1990, during presentations with applicants. A new STARR RPI will be available to the field in August 1992.

Given the contradictory guidance, we appealed to HQDA to support your applicant's claim that his student health insurance should be paid under STARR. HQDA has disapproved our request.

We appreciate your bringing this issue to our attention.

How do you see it?

Send your comments on the form on page 15.

AGR personnel records to be consolidated

■ USAR AGR soldiers, take note. The Full Time Support Management Center (FTSMC) is consolidating Personnel Service Support Teams (PSST) and Military Personnel Records Jackets (known as MPRJ or 201 file) into their St. Louis location. The consolidation will be phased; the Midwest PSST is moving in August 1992. Within 2 years, all five PSST and all AGR "201 files" will be consolidated at FTSMC.

FTSMC is committed to improving the quality of personnel services provided to USAR AGR recruiters. Soldiers should continue to submit personnel actions through their chain of command. Servicing Finance and Accounting Offices will not change as a result of consolidating personnel services.

White House softens blow of drawdown

■ The White House announced a \$1.2 billion assistance plan to aid service personnel, DoD civilian employees and defense contract workers affected by military cutbacks. Included in this plan are proposals to grant GI Bill benefits, finance second careers in teaching, and provide early civilian retirement incentives, DoD civilian relocation costs, and money for communities affected by base closures and realignments. Congress also plans on setting aside \$1 billion next year to

retrain separating military members and displaced workers.

ARNEWS (AUSA release)

Political involvement

■ As election time draws closer, it's important for soldiers to know what they may and may not do in relation to political campaigns and candidates. Generally, federal law prohibits soldiers from engaging in any activity that shows support for a particular party, candidate or cause.

Soldiers can still be politically active, but in the capacity of a private citizen. Army legal advisors say rules of reason and common sense apply: conduct is probably acceptable if it is not excessively public and if it is done as a private citizen and can not be interpreted as being supported by the Department of the Army. The bottom line is, if you think the activity is questionable, check with your chain of command.

ARNEWS

SGM board approaching; SFC board delayed

■ The 1992 sergeants major selection board will convene Sept. 9, four months earlier than planned. Staff sergeants looking for advancement to sergeant first class, however, will have to wait a little longer. According to a Total Army Personnel Command message, the sergeants first class and Advanced NCO Course selection board, normally held in September or October, will be delayed until January. The sergeants major board was moved up due to a shortage of sergeants major, according to a PERSCOM official.

For QMP separations, the board will consider all command sergeants major, sergeants major and promotable master sergeants or first sergeants who entered active duty after Sept. 8, 1964. Also eligible are master sergeants and first sergeants with dates of rank before Sept. 1, 1991, and who entered active duty after Sept. 8, 1964.

ARNEWS

CONAP Stats

Brigade	Agreements for 1-30 June 92	Total CONAP Agreements
1st	93	529
2d	264	2,344
4th	244	786
5th	185	934
6th	63	386

2d Bde offers a 15-point Reserve plan

■ The 2d Recruiting Brigade has developed a 15-point plan for Army Reserve units working with USAR recruiters. The key to this common sense "how to" approach is to convince Reservists it is to their benefit to help recruiters.

The best way to ensure a steady supply of qualified and enthusiastic new soldiers is for the Reserve unit to help find their future unit members. Reservists should see themselves as part of a team responsible for putting the best person in the foxhole next to theirs.

Sell the Reserve unit on the importance of working together to maintain a trained and ready unit and they will help you sell the prospect on the Army Reserve.

For a copy of this 15-point plan contact MAJ Alexander, 2d Brigade USAR Operations, at (404) 362-3234.

Soldier-trainer, ex-soldier-teacher

■ Whenever a military program affects the general public, expect some criticism. But, more important, there'll always be a "return on investment," for all concerned. Such is the case with the Army's efforts to promote the practice of soldiers' transitioning to teaching positions in civilian life.

If the year-old "New Careers in Education" hotline's 14,000 requests for information is any indication, the Army's alumni have a firm foot in the door to career

opportunities in education. Besides receiving state-specific information on alternative routes to teacher certification, callers to the hotline soon will have access to information on teaching positions in vocational fields.

The added service reflects Army education officials' realization that, in some states, neither certification nor a college degree is required to teach vocational topics. That widening area of prospective employment gives promise to soldiers who in the next few years will be departing active military service in search of civilian jobs. Of course, many of these soon-to-be civilians bring with them a body of honed knowledge and skills, along with a track record in teaching that expertise. Seasoned in their chosen craft, trained on modern equipment and procedures, and experienced in training others, these men and women represent a national resource — fully able to adapt to the nation's requirements for new educators.

Considering the growing shortage of teachers, this is a win-win situation for all concerned. What's more, the teacher shortage comes at a time when the Army's downsizing is freeing up hundreds of certifiable — if not certified — experts who can bring an added dimension to some classrooms in dire need of it. That dimension is discipline: the emotional, physical and intellectual discipline gleaned from years of military service.

This is not to say that our schools should be converted to bootcamp-styled learning centers. But why ignore the wealth of self-discipline that military leaders value and nurture in their own development? Lessons learned in the

military can be lessons teachable in the private sector. Let's not miss the opportunity.

Larry W. Bryant (Bryant writes for the Army News Service.)

August 26th is Women's Equality Day

■ Women's Equality Day, August 26, 1992, commemorates the passage of the 19th Amendment to the U.S. Constitution in 1920, which granted women the right to vote.

Per DA a message, the President of the United States is expected to issue a proclamation in recognition of this significant event and as a reminder of continuing efforts toward equality in all spheres of contemporary society.

Red ribbons mean drug-free

■ As in past years, Army communities will renew their commitment to a drug-free America during National Red Ribbon Week. Early notification is given so that recruiters will have ample time to obtain red ribbons and other supplies needed to support this campaign.

National Red Ribbon Week is sponsored by the National Federation of Parents for Drug-Free Youth. For further information, please contact their office by writing to: Ribbon Campaign, P.O. Box 230042, St. Louis, Mo. 63123, or telephone (314) 845-7955.

Self-motivation with dignity

Highly successful sales professionals are self-motivated and achieve their results quickly. They realize that this motivation for accomplishment is essential for their continued success. What can you do to achieve this motivation and level of success?

First, realize that these professionals demonstrate successful behavior patterns not only in their chosen vocation of sales, but also in every role they occupy as human beings. They demonstrate successful behavior as family members or as parents, in recreational pursuits, in financial well-being, in spiritual development and in their social and civic involvements. In summary, they demonstrate successful behavior patterns in every facet of their lives.

These successful behavior patterns are formed by knowledge, education, attitudes and acquired skills. They are reinforced by habits that are formed through repetition. To become and remain successful you must become proactive, not reactive. You must learn to live your life with your values and goals in balance. While average people follow the path of mediocrity, you must break out of this rut and emphasize self-management and conditioning. You must get off the "survival level" and grow into a successful, professional human being. You must learn how to change to be an opportunist, not a victim.

To be a more successful, well-rounded human being, you must have involvement, interests, and actions in each of the roles you fill. This involvement can change as your interest either increases or decreases. The amount of your involvement is dependent upon circumstances that can change daily. As an example, the emphasis on job performance can change drastically depending on current production or current command

emphasis. Likewise, the importance of other roles in your life changes constantly according to varying circumstances. As the emphasis on each role changes, so does your behavior and performance.

Your behavior and your level of performance in each role is also determined by your potential in that area. Potential is the result of natural talent, education or training, and desire. While the level of potential varies from individual to individual based on differences in

natural talent and training, the desire to achieve success is the dominant ingredient that can determine the ultimate achievement in any area.

So why is it that most people don't stretch and reach their full level of potential?

All too often it's because people get caught in a **comfort zone**. A comfort zone is where a person feels most comfortable. It's where a person sees or perceives him- or herself. It is your self-image. Your self-image dictates your performance level in every role you occupy, in every area in which you have potential.

A recruiter consistently producing two contracts per month (six contracts per quarter) has a self-image of writing two contracts per month. If this same recruiter writes four contracts in one month, he frequently will write only one contract for each of the following two months. The result is the same — six contracts in a 3-month period. This recruiter is in a comfort zone and lets his self-image dictate his production.

Have you ever bowled a game 40 pins over your average, and then followed it with a game 40 pins under average? Or have you ever reduced your golf score six to nine strokes from your average on the front nine only to exceed your average by the same number on the

***Successful sales
professionals are
successful in every
facet of their lives***

back nine? These are examples of your self-image taking over and adjusting to get you back to your comfort zone.

By raising your bowling score for one game or reducing your golf score on the front nine, are you really boosting your self-image of what you are consistently capable of producing? Not at all. If your self-image of your production as a recruiter is being 85 percent, 100 percent, or 120 percent, you are always right. The basic truth is that people always achieve what they believe. They will always correct for the error if they achieve more than they believe they should.

As a professional who wants to be consistently successful and grow, you must raise your self-image from the “I am” level to the “I can become” level.

To do this requires change. Even though they state they want change, most people do not want to leave their comfort zones. One reason is that they’re afraid of the unknown. It’s frightening outside the comfort zone.

You may feel that regularly producing 150 percent of your assigned mission may lead the CLT and BLT to expect that kind of production every month. What happens if times get tough and you struggle to just get to 100 percent? Is making a change worth the risk?

Another reason many people don’t change is because of indecision. They may ask, “Why make the change? What’s wrong with me the way I am?” or, “Can’t I be accepted just the way I am?”

Finally, many people don’t change because they simply don’t know how. They may have tried, but nothing happened.

Finding yourself outside of any comfort zone can be frightening. Each time you find yourself there, you either return to the old one (and mediocrity) or you begin to create a new comfort zone. It grows, changes and you become comfortable in the new and different situation. How does this change occur? How do you create this new comfort zone?

The only way to grow in any role you occupy is to take action, to make a commitment to grow. Taking action is the result of motivation. Even the word motivation dictates action. By placing the letter E and the letter C into the word motivation you have a definition of motivation: motive (for) action.

motivEaCtion

Motivation means what you would rather do than not do at any given time. It is the only reason you do anything. You are always motivated, and motivation is controlled by your current attitudes and self-image.

There are three basic types of motivation. The first is

restrictive motivation. It is created by fear and can also be called “pushership.” It is often threatening and it may work for a little while. But there is no accountability and very little dignity for those involved on either side of it.

Additionally, it’s extrinsic; there’s no internal reason for people to buy into it. If they don’t like the task and they don’t like the reward, people will either learn to ignore it, get used to it, or they will get away from it.

Another popular type of motivation is **incentive motivation.** It is a positive rather than negative way to motivate people. It, too, is extrinsic and temporary. When people are motivated with incentives, they are in love with the reward, not the activity. What does this mean? It means that the reward usually needs to get bigger, better, or different to be effective.

The best and only way to be motivated as a professional is through **attitude motivation.** It is intrinsic in that it involves personal return value. The pride and love of the activity that result from this motivation from within are the keys. Self motivation has personal accountability and dignity. It requires you to make a decision to burst out and raise your comfort zones in every role you occupy. It requires you to make a conscious effort to grow and continually create these new comfort zones which will allow you to stretch your capabilities. It requires a commitment on your part to be a successful human being in any endeavor you undertake.

You have the potential to be the very best in everything you do. To be the best, though, you must first adjust your way of thinking. You must adjust your attitudes. You must believe that you are the very best you can be. Understand that self motivation controls everything you do and all of your behavior patterns. Therefore, self motivation is the key to your success.

***Treat people as they are
and they will remain that
way. Treat them as though
they already were what they
can be, and you help them
to become what they are
capable of becoming.***

— Anonymous

(This month’s *Training Tips* can be found on the inside back cover.)

Stay in School: Round Three

This year's Stay in School campaign will have a vibrant new look. Now in its third year, the Army's Stay in School campaign won a prestigious Silver Anvil Award from the Public Relations Society of America in 1991.

Recruiters should receive bookcovers in August, posters in early September.

"Both use hip, up-to-date graphic designs and bright colors to catch the eyes of teens," explains Jim Siegel, an account supervisor at Young & Rubicam, Inc., the Army's contract ad agency.

Desktop schedulers for the 92-93 school year were sent to recruiters in mid-July.

A new video to replace "Tough Decisions," the current SIS tape, will be distributed in January. Featured on the new tape will be Kevin Greene, a professional football player and Army Reservist.

"Brand new materials will give recruiters a new reason to go into schools," says Tom Evans, deputy director, Advertising and Public Affairs, HQ USAREC.

Primarily because of budget cuts there will not be a new banner to replace the near empty fuel gauges of "Don't Run Out Now."

"No Brain, No Gain" in large letters tops the new poster. Pictured is a hand clenching a diploma, with a

computer in the background. Bursting out of the computer screen are symbols of success (a dollar sign, for example).

Just as colorful but even more avant garde is the bookcover. One side depicts a robotic-looking male student surrounded by visual benefits of staying off drugs. On the flip

however, the testimonials will come from successful high school graduates, not students.

"It's a sequel, a logical progression to the first Stay in School tape in which ex-dropouts explained why they were back in school," explains Susan Matthias, director of client services at Burson-

Marsteller, part of the Young & Rubicam Army Group.

"It doesn't replace 'Tough Decisions'," adds Evans. "It's a supplement, a different slant."

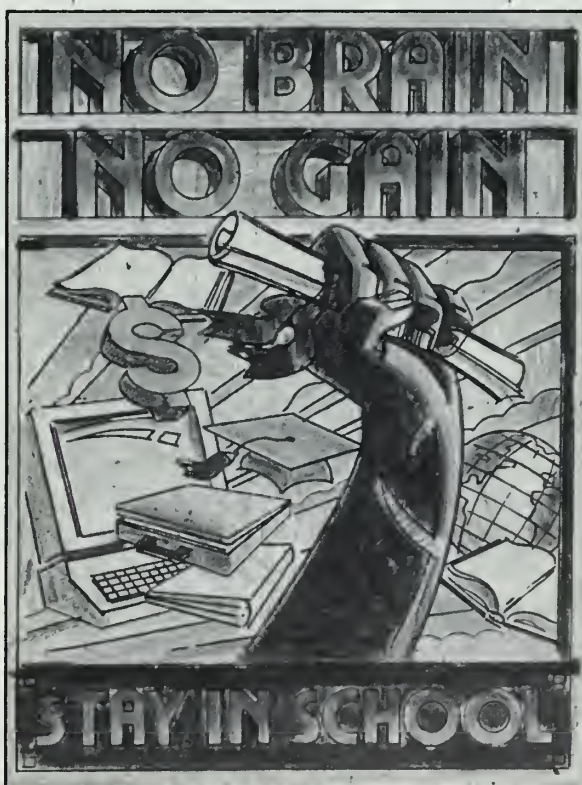
Greene, a linebacker for the Los Angeles Rams and an armor captain in the USAR, introduces the tape. Rick Mahorn, a professional basketball player, was featured in "Tough Decisions."

A new feature of the desktop scheduler is a promotional page identifying Army recruiting brochures that supplement the Stay in School Program. Guidance counselors are instructed to contact local recruiters for copies.

"Recruiters need to take full advantage of these new Stay in School materials,"

says Evans. "As we get fewer and fewer dollars, our ability to reach students with paid advertising will continue to go down."

MAJ Mike Burbach, HQ USAREC A&PA



side is a female figure with a Stay in School message.

"The graphics capitalize on recent youth research and the latest fads," says Evans.

Like "Tough Decisions," the format for the new 10-minute video will feature real people. This time,

Partnership results in CONAP

Washburn University and one U.S. Army recruiting station have two things in common. They're both located in Topeka, Kans., and they both want a higher education for Topeka's young men and women. The Army offers the financial opportunity and Washburn gives the educational opportunity. The goal is to provide a partnership between the Army and the college ensuring potential soldiers can continue their education after their military enlistment, while providing the resources to do it.

This partnership is called the Concurrent Admissions Program or, as it is better known, CONAP. The idea is to provide a recruiter an enlistment incentive for the applicant to ensure not only the monetary resources but the opportunity to make a commitment now to a college or university of his or her choice.

According to LTC Thomas Alldrich, Kansas City battalion commander, "Even though the Army College Fund is our number one incentive, many never use it after military service. By adding the CONAP option, a school seat is guaranteed to be there when they leave the military and all the paperwork, transcripts and acceptance work is already accomplished. This provides for a smooth transition into civilian life and continuing a higher education.

SGT Kenneth Macon, Topeka recruiter, saw the potential in CONAP and took it to heart. It all started when Macon explained the program to Meredith Kidd, Washburn's Associate Dean of Student Affairs and Veterans Advisor. Kidd not only saw it as a great incentive for the Army but saw a valuable resource for Washburn.

"A student joins the Army and after military service may use his college fund and go anywhere to settle down and go to college. With this program, he comes back home to Topeka and not only settles down here but brings his thousands of dollars of education money back to Topeka," says Kidd. Kidd adds, "This solidifies their intent to continue a college education."

In Topeka this partnership is working. Forty-three young men and women have joined the Army or Army Reserve under the CONAP program, formally committing themselves to Washburn. That's an economic impact of over \$606,000 dollars of educational benefits for one tour and one university. People like Kidd recognize the impact this can have on a small liberal arts college like Washburn with an enrollment of about 4,000 students.

It also has a great deal of impact on the community. When you mention over \$600,000 coming back to a

***The partnership
between Army and
college ensures
potential soldiers
they can continue
their education***



(Right to left) SFC Byron Whitney, Topeka RS, and Meredith Kidd, Associate Dean of Student Affairs and Veteran Representative for Washburn University, welcome PVT Clinton Barnett into CONAP. (Photo by Emille Fredericks)

community of a little more than 100,000 citizens, it means much needed dollars flowing into the city's economy. It can definitely mean jobs.

"I'm really impressed with the Army recruiters and the working relationship that has been established between us," says Kidd. He adds, "Today's youth joins the Army for the college tuition benefits, and it places our university in their minds as one that looks out for our nation's veterans with plans for higher studies."

"Topeka Army and Army Reserve recruiters visit Washburn just about every day and talk to the decision makers," says Macon. "It's very important that recruiters assure their colleges that the Army doesn't want to pull people out of college but, rather, to put them in," he adds.

According to Nancy Ray, Kansas City battalion education specialist, "We are now in the business of filling school seats.

Not just Army schools, but college and university seats throughout our great nation. It puts to rest the notion some have that a recruiter only cares about putting people in boots. They're showing their interest in the whole spectrum. Put them in the Army and then bring them back home with maturity, discipline and resources to educate themselves for tomorrow's technology and to be a better citizen."

Earlier we talked about the impact this program can have on a community. Let's look at the impact it can have on a recruiting battalion. Since November 1992, Topeka had contracted 63 people into the Army and Army Reserve. Out of those, 43 of those were CONAP. That's 68 percent of a station's success attributed to the Army College Fund and CONAP.

SFC Christine Taylor, Topeka station commander,

says, "It takes a lot of effort to get a young person fresh out of high school to join the Army and leave home for the first time. But when they make a commitment that makes them know they will return makes a big difference."

Does one high school seem to dominate sending kids to the Army recruiting station and CONAP? Taylor says no.

"It's pretty evenly divided among area high schools," she says. "Guidance counselors

like the idea that through the Army recruiter they find their students a job, a college or college money, all through one person — their U.S. Army or Army Reserve recruiter. It's kind of like one-stop shopping. You get everything you need from one source."

And in this day of automated bank tellers, K-Marts and malls, it's the only way to recruit.

Emille Fredericks, Kansas City Bn A&PA

***Put them in the
Army, then bring
them back home with
maturity, discipline
and resources to
educate themselves
for tomorrow***

DEPs at Indy 500

Z-z-z-z-zoom, z-z-z-zoom, z-z-z-zoom. Then silence. Silence broken by a lone voice belting out, "I'm proud to be an American . . . at least I know I'm free . . . and I won't forget the men who died and gave that right to me . . ."

The voice of SSG Anthony Meredith, blended with the music of Fort Benjamin Harrison's 74th Army Band, set the scene for the 1992 Armed Forces Day opening ceremonies at the Indianapolis Motor Speedway.

More patriotic songs followed the oath of enlistment at the 500-mile time trials on May 16. Senator Richard Lugar, R-Ind., administered the enlistment oath to 41 joint-service high school students.

This patriotic scene was quickly followed by a spine-chilling spectacle performed by the Green Berets from Fort Bragg, N.C. This event included four Army parachutists falling at 120 mph . . . falling . . . falling — 8,000 . . . 6,000 . . . 4,000 . . . 2,000 feet.

At that height, the daredevils popped their chutes and glided through the sky like eagles on pockets of air while the crowd oh-ed, a-ah-ahed and clapped their hands.

However, the highlight of the day was the battalion's mega-DEP function. The mega-DEP activities began with a bus ride to the time trials. After the ceremonial enlistment oath by Lugar, frolic and food was the day's general order.

DEP members toured the Army Cinema Van, hopped in and out of Army helicopters, posed beside an M-56 Scorpion Tank Destroyer and a V-100 Commando Armored Car.

They also viewed the 155mm towed howitzer and the "SCUD Buster" of Desert Storm fame — the Patriot missile. And even though the display area was jammed with Navy, Air Force and Marine equipment, the DEPs didn't neglect the Army's high mobility, multi-purpose vehicle—the HUMMWV. The "Hummer," according to *Motor Trend Magazine*, can be a combat launcher, a command center or a converted ambulance.

This was the battalion's second mega-DEP function held in conjunction with Armed Forces weekend, said MAJ Mike Couch, battalion executive officer. Holding these functions at the time trials allows the DEP members, their families and friends to see joint-service military equipment and it keeps the DEPs stimulated and motivated towards their Army commitment.

Dorothy Summers, Indianapolis Bn A&PA



A youth at the Indy 500 handles the controls of a Huey Helicopter and dreams of future training at Fort Rucker, Ala. (Photo by Dorothy Summers)



Army DEP members at the Indy 500 repeat the enlistment oath delivered by Sen. Richard Lugar, (Photo by Michelle Imel)

Music of the Mind

Science and Engineering Fairs provide opportunities for youth



MG Joe Rigby, shown here with some of the Operation Cherry Blossom award winners and alternate, presented awards to Army winners at the 43rd International Science and Engineering Fair. (Photos by Marsha Hogan)

ention Nashville, Tenn., and the immediate association of “Music City” follows. However, the city recently played host to another type of music— “Music of the Mind.”

“Music of the Mind” was the theme for the 43rd International Science and Engineering Fair, which brought 750 high school students to Nashville to vie for top honors in 13 categories. The fair, held at the Nashville Convention Center, drew student exhibitors from every state as well as Canada, Germany, Guam, Ireland, Japan, Puerto Rico, Sweden, the United Kingdom, the Republic of China, Austria, Luxembourg and Spain.

The Army was there too. Army judges were on hand to select winners in each category: Behavioral and Social Sciences, Biochemistry, Botany, Chemistry, Computer Science, Earth and Space Sciences, Engineering, Environmental Sciences, Mathematics, Medicine and Health, Microbiology, Physics, and Zoology.

Army judges — active duty, reserve, and civilian employees — came from many different assignments including universities, research and development centers, and medical activities. All 32 Army judges are experts in their field, according to Donald C. Rollins,

U.S. Army Research Office, Research Triangle Park, N.C. Rollins coordinates Army participation in the fair each year. Rollins’ office also matches Army judges’ expertise to categories for judging. The U.S. Army Research Office has been involved in the international fair for 33 years.

However, for recruiting personnel asked to judge a local, regional, or state science and engineering fair, not being a subject matter expert shouldn’t be a cause for concern. Army judges at the international fair pointed out it’s possible to judge these fairs without an extensive background in science or engineering.

“Not having a background in a particular area can be a benefit,” said Army Reserve LTC John A. Petkus, “because you won’t have preconceived notions about what you’re seeing. You can remember these are just young students doing the exhibits.” Petkus, director of Public Works, East Hartford, Conn., judged both Earth and Space and Environmental sciences at the international fair.

Fairs are an exercise in communication, so how well the student communicates is a valid determining factor in the judging process, according to international fair

chemistry judges Dr. James Mengenhauser, Belvoir Research, Development and Engineering Center, Fort Belvoir, Va., and MAJ Charles Templeton, U.S. Army Medical Research and Development Command, Fort Detrick, Frederick, Md. Students must be able to take a year's work and present it in concise form (the exhibit) and then explain this work to the judges in 5-10 minutes, they said. Mengenhauser and Templeton agreed this is not easy to do, but "it's a good challenge for these students."

"Students must have good presentation and communication skills — the ability to summarize — to not include too much data, too many graphs that aren't necessary," said LTC Henry Bass, physics professor at the University of Mississippi and fair physics judge.

The Army participates in approximately 80 percent of the almost 280 regional and state fairs held each year, and, although obtaining leads isn't the main Army recruiting objective, 64 leads did come from science and engineering fairs in 1991, according to USAREC project managers.

Spreading the word about the variety of careers and opportunities available in the Army's research and development branches is another reason for participation. A recruiting company commander agreed, "Tie the event into telling students and educators about the Army's high tech equipment and the Army activities developing that equipment."

Another participation benefit mentioned by the

company commander is the chance to fight the perception some educators have about Army recruiting. That perception: Recruiters are only interested in getting contracts. They have no real interest in the young people.

"It's an excellent way of getting across a different

message, a different image of what Army recruiting is all about, of replacing a negative image with a positive," the company commander added.

And, finally, recruiting personnel serving as fair judges might just find it's fun. It's a chance to see and talk with highly motivated, intelligent young people with clearly defined goals and plans to reach those goals. It's an inspiring, first-hand look at evidence that many American youth aren't buying the idea

they can't compete in the international science and engineering arena.

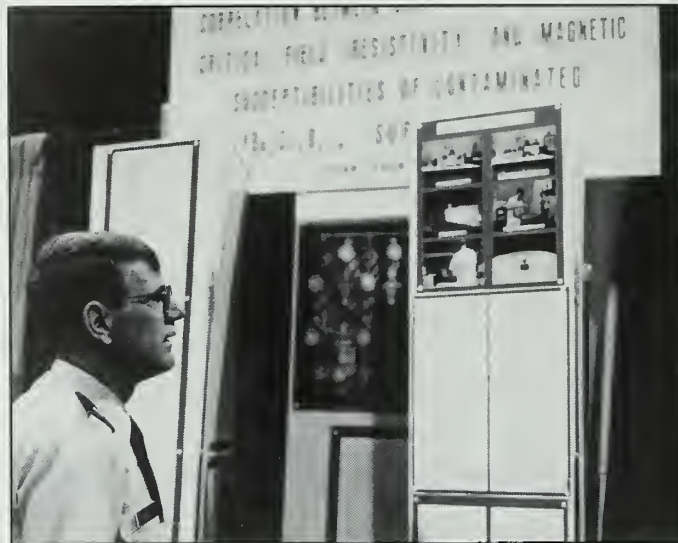
At the international fair level, recognition isn't the only reward for hard work and excellence. The Army — part of the fair's "Special Awards" section along with other federal agencies, industrial organizations and universities — gives awards to each category winner the Army judges select.

MG Joe Rigby, Deputy Chief of Staff for Research, Development and Engineering, Army Material Command, Alexandria, Va., was on hand to present a Certificate of Achievement signed by the Secretary of the Army and a gold medallion for scientific and engineering excellence to each of 13 category winners.

The Army also selected two winners to attend the Japan Student Science Awards Ceremony (Operation Cherry Blossom) in Tokyo in January and one winner to attend the London International Youth Science Forum, University of London, in July. Each of these students received \$150 from the Association of the United States Army.

The 16 Army winners also received, courtesy of AUSA, IBM-compatible personal computer systems. Judging from the surprised, pleased expressions and cries following Rigby's announcement during the awards ceremony, receiving a computer ranked very high with these students.

Marsha Hogan, Nashville Bn A&PA



LTC Henry Bass, physics professor, University of Mississippi, takes a close look at a physics exhibit during the 43rd International Science and Engineering Fair.



Army award winners Mahesh Mahanthappa, 16, Fairview High School, Boulder, Colo., and Robin Bond Jr., 17, Mid-Pacific Institute, Honolulu, Hi., congratulate each other during the fair's Special Awards Ceremony. Mahanthappa's "On the Diophantine Equation $x^3 + 3 = 4n$ " took first place in mathematics, while Bond's "Developing a New Method of Measuring and Predicting Ocean Surface Currents" claimed a first in Earth and Space Sciences.

Farewell to the faithful

A chapter in recruiting history closed on the morning of July 2, 1992, as the colors of the U.S. Army 4th Recruiting Brigade (Midwest) were furled and cased. The battalion commanders and the sergeants major of the ten recruiting battalions of the 4th Recruiting Brigade stood on the parade field at Fort Sheridan, Ill., for the deactivation ceremony of the brigade.

MG Jack C. Wheeler spoke of the deactivation as a bittersweet occasion. "Over the past three decades, this brigade has provided the strength and talent to fill the U.S. Army, and has offered opportunity to thousands upon thousands to serve their nation and get an edge on life," said Wheeler.

The history of the 4th Brigade started before the formation of the Recruiting Command in 1964. Its original designation was as the 5th Recruiting District. The 5th Recruiting District moved its headquarters from the Hyde Park neighborhood of Chicago to Fort Sheridan in 1973, just prior to the move of Headquarters, U.S. Army Recruiting Command from Hampton, Va., to Fort Sheridan. The 5th Recruiting District was then redesignated as the U.S. Army Midwestern Regional Recruiting Command with its subordinate units being districts. In 1983, the region was again redesignated as the U.S. Army 4th Recruiting Brigade (Midwest).

The mission of the brigade has always been to recruit quality young men and women for the Regular Army and the Army Reserve, in both the enlisted and officer programs, including the Army Nurse Corps. The recruiters of the brigade performed this mission with distinction, providing more than 25,000 soldiers each year.

At the deactivation ceremony, COL George D. Featherston Jr., commander of the U.S. Army 4th Recruiting Brigade, talked about having mixed emotions after spending 8 years with "this mighty USAREC." He said, "We were recruiting 130,000 plus a few years ago; times changed, and new benchmarks were set in quality." He called the USAREC assignment the most challenging in the Army and said, "All of us should remain flexible,



MG Jack C. Wheeler (left) furls the 4th Brigade flag with COL Featherston, and CSM Boyd Bowers. (Photo by Gary Melbarzdis)

make adjustments for changes in our market place and remain positive."

The deactivation leaves USAREC with four recruiting brigades. The territory previously in the 4th Recruiting Brigade marketing area is now in the marketing area of the 2d and 5th Brigades. The Cincinnati and Detroit Recruiting Battalions have been deactivated. Cincinnati's marketing area is now divided between of the Indianapolis and Columbus Battalions. The former Detroit Battalion is now part of the Lansing Battalion.

The Cleveland, Columbus, Indianapolis, and Lansing Battalions will fall under the 2d Recruiting Brigade. Chicago, Des Moines, Milwaukee, and Minneapolis will go to the 5th Brigade.

At the ceremony, Featherston was presented the Legion of Merit, First Oak Leaf Cluster, for his versatility and leadership from January 11, 1990 to July 2, 1992.

In closing, Featherston thanked the BLTs and CLTs for their hard work, he thanked the civilians throughout the brigade, and he thanked the spouses. "Most important," he said, "thanks to the field recruiters who deal with the uncertainty and the rejection. You are the ones that make it happen."

Pearl Ingram, RJ staff

The Test

1. Which of the following is not a requirement to be eligible for the Student Loan Repayment Program?

- A. Be non-prior service
- B. Have an AFQT score of 50 or higher
- C. Provide the Army a loan promissory note before enlistment
- D. Have already received, at a minimum, an AA degree

2. If applicant is or has been a member of the Girl Scouts of America and is a recipient of the Girl Scout Award Certificate, enlistment pay grade will be _____:

- A. E-2
- B. E-3
- C. E-1
- D. E-4

3. USAREC Form 762 will be retained in the 601-2011 (Recruiting Management) files for a period of _____ year(s).

- A. 1
- B. 2
- C. 3
- D. 4

4. The Army Potential Benefit Summary Sheet (APBS) is a permanent insert of the sales book and should be placed in the sales book directly after the _____.

- A. Features and benefits section
- B. Needs and interest section
- C. Pre-qualification section
- D. None of the above

5. Which of the following forms is the ANC Prospect Data Record?

- A. USAREC Form 200-C
- B. USAREC Form 200-B
- C. USAREC Form 200
- D. USAREC Form 200-5

6. The milestone for recruiter construction of lists and contact of LRL leads for 31 July is _____:

- A. 30 percent contact of male seniors
- B. 25 percent contact of female seniors
- C. Discretion of the station commander
- D. None of the above

7. When a LEADS management card is assigned to the wrong recruiting station, it should be sent to _____.

- A. The CLT
- B. The BLT
- C. The recruiting battalion operations
- D. None of the above

8. Who establishes school priorities and production goals for each school within a recruiting station?

- A. Station commander
- B. Recruiter assigned to the school
- C. Educational coordinator
- D. CLT, with assistance from the station commander

9. A recruiter must visit each priority A school, at a minimum, at least _____ a month.

- A. 1
- B. 4
- C. 2
- D. 3

10. Persons enlisted for ROTC/SMP participation who do not apply for enrollment in the ROTC Advance Course within _____ following enlistment will be dropped as potential ROTC/SMP participants.

- A. 6 months
- B. 1 year
- C. 18 months
- D. 3 years

11. What is the maximum allowable age for a nurse applicant to be appointed in the pay category of captain?

- A. 35 years old
- B. 29 years old
- C. 43 years old
- D. 40 years old

12. An annotation should be made on the school folder when an ANC applicant's packet is submitted.

- a. True
- b. False

13. When should a school's list be completed by?

- A. 3 November
- B. 2 July
- C. 30 September
- D. 1 October

14. Face-to-face prospecting is an important method of prospecting by allowing a recruiter to _____ and _____.

- A. Generate new leads; meet new prospects
- B. Post your area; visit your school
- C. Follow up no shows; establish COIs
- D. All of the above

15. Applicants enlisting in the USAR in the pay grade of E-4 or above are authorized _____ additional dependents.

- A. Two
- B. No restriction
- C. One
- D. Four

(The answers to this month's Test can be found on the inside back cover.)

The way I see it . . .

Vision implies change. Change is upon us. We are better off to participate in change and to help shape it than to be dragged along by change. You can help shape the future and make it better. You know your job better than anyone. What are your ideas for improving operations? Share them on the space below and mail this according to the instruction on the back of this form, postage free. Please be as detailed as possible when citing examples for improvement. Recruiters, support staff and family members are encouraged to use this space to voice ideas and concerns. If you desire a direct response to your comments or suggestions, please include your name and address. Names are not required.

Teamwork: Working together as a team we can accomplish more than working as individuals. Share your vision for the future of the U.S. Army Recruiting Command. All forms are mailed to and received directly by the U.S. Army Recruiting Command Chief of Staff, Fort Sheridan, Ill.

HQ USAREC Fm 1825, 1 Jan 91

Fold here second and secure with tape

DEPARTMENT OF THE ARMY
HEADQUARTERS
U.S. ARMY RECRUITING COMMAND
FORT SHERIDAN, ILLINOIS 60037-6000

OFFICIAL BUSINESS



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IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 600 FORT SHERIDAN, IL

POSTAGE WILL BE PAID BY U.S. ARMY RECRUITING COMMAND

Commander
U.S. Army Recruiting Command
ATTN: RCCS (Chief of Staff)
Fort Sheridan, IL 60037-6020



Fold here first

What is NCO business?

— *especially in USAREC*

USAREC is the only organization in the Army that totals over 6,000 non-commissioned officers. That fact causes the phrase “NCO business” to take on a whole new meaning.

In recent years, I have noticed an increased use of the phrase “NCO business.” As I see it, this phrase truly represents the heart and spirit of the NCO. We must not take it lightly, especially now as we begin to downsize and streamline our Army. With this in mind, I felt it was about time to reinforce those important NCO principles, beliefs and relationships that have at one time or another shaped and influenced all of our careers.

We must never forget the most important NCO principle, that NCOs take care of NCOs. This means teamwork and loyalty. It's time we make NCO business our *business* again. One way we can do this effectively is by mentoring our soldiers. Mentoring has always been used by the NCO corps to build the solid professional foundation that all soldiers need to become effective leaders, especially in this command.

To put it simply, train your soldiers to take your place.

One of the ways to do this is through the proper use of the NCOER. This often-misused tool can greatly enhance or destroy a soldier's career. It's our *business* as leaders to ensure that the NCOERs are written correctly and reflect the true quality of our soldiers' performance. Don't complete an NCOER just to satisfy a requirement or meet a suspense; rather, treat it as a soldier's career. Worry more about the quality of the NCOER than the process. We need to take a personal interest in each other's careers, because if we don't, who will? I think we can all agree that the Army family is the soldier's most important support channel. That's why it is our *business* to ensure proper management of our sponsorship program.

There is another area where we can provide a service to our fellow NCOs and their families. We all know how confusing it is for soldiers and their families to move into a new area. It was with the soldier in mind that a sponsorship program was designed. If properly administered, it can alleviate many of the problems encountered during a PCS and help the soldiers and their families make an

easy transition. As leaders, we need to ensure that assigned sponsors treat this additional duty as the privilege it is. Our soldiers and families should expect and receive the same treatment and understanding we would all expect. The NCO support channel is one of the most reliable, if used properly, that an NCO has.

Teamwork is another area that's our *business*. I can't understand how we as NCOs can allow one recruiter to be unsuccessful in a successful station, especially where all the other recruiters are mission box. This is the time when NCOs should be counted on to provide the team support needed to help a failing soldier. Heck, I've been in stations where NCOs don't know each other's mission or where the station stands for the past year. When one of our fellow NCOs needs help, don't watch him or her struggle and fail. Don't wait to be asked (or told) to help. Instead, roll up your sleeves and dig in. We as a team should work together to ensure all recruiters are successful. Let's save them the embarrassment of attending low producer training because they failed to accomplish the mission.

Let me also remind you that it is our *business* to police the command. We each have the responsibility and authority to correct our fellow soldiers when we see uniform or character problems or an integrity violation. A soldier whose uniform is worn improperly or who demonstrate imprudent behavior is a direct reflection on the NCO corps and this command. It's also our *business* to ensure our soldiers who win awards (i.e., gold badges, sapphires, recruiter rings, medals and so forth) receive them on time. Make sure credit is given where credit is due and ensure that integrity remains the major issue.

As NCOs holding leadership positions in USAREC, it is our *business* to take charge of the soldiers because we are ultimately responsible for their performance. It has always been my belief that a good NCO will not only meet standards but try to exceed them. Good NCOs don't need to be told when to make or conduct appointments. The NCO knows when he or she is not doing enough and should not have to be told when to increase efforts. It's time we started supporting our soldiers and demand their best. It seems that long hours have always been a part of this business. We need to work smarter, not harder; however, NCOs seem to find a way to work hard and put in long hours at the same time. Leaders, if our soldiers must work long hours to be successful, it is our job to provide the training that will teach them to work smart hours and, at the same time, provide quality of life. With

a smaller Army, common sense would indicate we may be putting in some "overtime" everywhere, and some sacrifices may have to be made.

It's our *business* and responsibility to train and counsel our soldiers, making them the best they can be. Additionally, let's accept our responsibility regarding duty assignments. I realize some assignments are unpopular due to location or market, but it's our *business* as soldiers to go where we are needed and accomplish the mission. When senior NCO assignments are made, my major concern is not where that senior NCO wants to be assigned, but rather it is with the 35 soldiers in the foxhole who need leadership and training and who are missing a first sergeant or station commander.

Finally, as leaders, we need to trust our subordinate leaders and support their decisions while accomplishing the mission. This will develop the loyalty needed between leaders and strengthen our loyalties to the NCO corps. Let's not rely on the chain of command to train our soldiers. It's every NCO's *business* at every level to be a trainer. Accept the task, and do it to the best of your ability. Train your soldiers in your own image and lead

by example. By this I mean that if you are afraid to make a phone call, conduct an interview, or cold-canvass, then don't ask your soldiers to do it.

That reminds me of my first tour in Vietnam. After an ambush, my squad leader, who was visibly shaken, was ordered to walk point. He turned instead and directed me to

move out. Of course I didn't argue with that decision and prepared to take the point. The platoon sergeant overheard the order and told him, "You don't send one of your men out to do a job that you're afraid to do yourself."

You know, that incident taught me a valuable lesson that has stuck with me throughout my career, and I believe we can all benefit from it. We must not only lead our soldiers by virtue of our position, we must lead by example too.

It's NCO business to be true leaders and not be afraid to perform any task that we are asked. I trust I have given you all a deeper meaning of what NCO business really is. It's NCOs taking care of NCOs. Take pride in being called sergeant. To me, being an NCO in the United States Army is the most respected position in the Army.

Let me close by saying: Read the NCO Creed—it says all. With a smaller Army, NCOs will assume much more responsibility and their jobs will be tougher. Prepare now!

CSM Ernest H. Hickie Jr

'It has always been my belief that a good NCO will not only meet standards but try to exceed them. Good NCOs don't need to be told when they are not doing enough'

Recruiting foreigners?

— *not really, but the Europe Company's mission is unique*

"Foreign" is just one way to describe the Europe Recruiting Company; many of us do not realize how much recruiting in Europe differs from recruiting in the United States. The Europe Recruiting Company, besides all of the usual recruiting obstacles, has many unique hurdles to get over. Making mission is just as tough in Europe, but being able to visit the Swiss Alps and seeing the leaning Tower of Pisa might make it bearable.

About the recruiters

"To make it, a recruiter must have a personal focus," said 1SG Grady Adams from Headquarters, Europe Company. These recruiters have a good deal of anonymity and must be personally motivated and goal oriented or problems could easily appear, but they don't. The CLT places a great deal of emphasis on attention to detail, ensuring minimal packet errors or any possibility of enlistment irregularity, but of course the first responsibility lies with the recruiter.

According to Adams, all Army recruiters stationed in Europe have at least 6 to 7 years experience in the recruiting field. "They are seasoned recruiters," stated Adams, and "most of them have their recruiter ring." These recruiters are required to solve unusual problems on a regular basis and they must have the initiative and drive to work them out. They must be versatile and able to adjust to the various language barriers, current problems and unique customs. Adams states that it takes new recruiters at least a year to become adjusted to recruiting in the European environment.

Processing

The Europe recruiters do not have the convenience of a Military Entrance Processing Station, and there is only one senior guidance counselor located at headquarters. The recruiters complete all of the applicant processing and the contract. These recruiters will spend a lot more time with an applicant, because completing the processing takes more than a day. There is also considerably more paperwork to contend with and control. They do not have access to the automation that state-side recruiters have.

To begin processing an applicant, recruiters often have to decide whether to travel to another country or make flight arrangements for the applicant to travel to the

station. Once this decision has been made the recruiter must find ASVAB and physical test sites. This is not always an easy task because the recruiter is basically at the mercy of the education center or medical facility. The Department of Defense (DoD) high schools are not required to give the ASVAB test, and because of the downsizing in Europe, most medical facilities are busy with units returning to the United States and testing applicants becomes a low priority. A recruiter has to work closely with the different sites and on their schedules.

When the recruiter verifies that the applicant is qualified and obtains all required information, it is time to call the senior guidance counselor at headquarters, SFC Ed Kirshy. Kirshy gives the recruiter the list of jobs that are available and the recruiter has to go to work and sell a job

to the applicant. This is usually when the recruiter works to get over another hurdle; many applicants are presold on a job because of prior military experiences. For example, their father or mother may be in a particular military occupation and the applicant knows that occupation is something they do or do not want. This is

when all of a recruiter's powerful selling knowledge comes into play. But if the applicant qualifies, the recruiters will work hard to get him/her the desired job. In Europe, the recruiters spend more time with applicants and can work with them to get them what they want. "They see a lot more of an applicant because of the time spent processing," stated Adams.

Once the applicant takes the job, Kirshy makes the reservations. The recruiter then completes the contract and locates an officer to swear in the applicant.

The processing doesn't end there, the recruiter still has to ensure the DEP makes it to basic training. The recruiter makes flight arrangements through SATO and completes the travel orders for the applicant to return to the States.

Other hurdles

A problem often faced by state-side recruiters — pen-



1SG Grady Adams

etrating a high school. There are approximately 49 DoD high schools scattered throughout Europe and some schools are harder to penetrate than others. As in the States, some communities co-operate and some don't. Contrary to popular belief, it is not mandatory for these schools to provide the recruiters with class lists, it is strictly voluntary.

Courtesy shippers can be a thorn in the side of these recruiters. Courtesy shippers are DEP members who return to the United States before their ship date to basic training. A problem arises if a DEP does not make immediate contact with the nearest state-side recruiter upon his/her return. Adams said, "They are completely out of our control and so many things can and do go wrong." Europe recruiters must depend on their state-side counterparts to maintain rapport with their DEP members.

Face-to-face prospecting

This is not the most popular method of contacting prospective applicants. Recruiters are unable to walk down to the local hangouts; these places just don't exist in the European communities as they do in the United States.

Also, cold calls are not a feasible means for contacting their market. The telephone system in Europe is not comparable to the system in the States and many people do not even have phones in their homes.

Many of their leads are generated from the Lead Referral List (LRL). They also rely greatly on the cooperation of the only English-speaking radio and television for the military, the American Forces Network Europe (AFNE). AFNE advertises and announce when recruiters will be in certain areas. These announcements help bring prospective applicants and a recruiter together.

Travel

These recruiters not only travel to process applicants, but also to reach their market. This market can be in the high, snowy mountains of Switzerland or the wine valleys of Italy. A Europe station commander mentioned his longest drive to a community takes 21 hours, but in the States it was only 45 minutes. But wherever the prospects are, these recruiters have to make contact with them. The LRL and AFN is just the first step in the plan. Recruiters must pursue the leads and communicate with their market. All recruiters work long hours, just imagine adding extended travel to those days.

Making mission may be tough, but these Europe recruiters certainly aren't complaining. They have a unique benefit only found overseas. During their 36-month tour, they have the opportunity to visit enchanting European countries. Europe can be an enjoyable tour, a chance to see more of Europe than anyone could possibly imagine. Adams exclaimed, "Europe is a unique assignment — there is not another job like it in recruiting."

Downsizing

Army-wide downsizing has had a significant effect on the entire recruiting force. In July, the 4th Recruiting Brigade along with the Newburg, Richmond, Cincinnati, Detroit and San Francisco Battalions were closed. But the downscaling didn't end there; it reached across the seas and touched the Europe Recruiting Company.

The Europe downsizing plan, developed by former Company Commander Maureen Gorman and 1SG Grady Adams, had a definite effect on the recruiting force overseas.

The Europe Recruiting Company is now known as the European Detachment. The detachment headquarters, located in Heidelberg, consists of a first sergeant, a senior guidance counselor, and a training NCO. The first sergeant has maintained all previous duties as well as assuming the commander's duties. Currently, they are tasked with the RA mission, but they strongly support USAR recruiting also.

Besides losing a company commander, the detachment has downscaled from five stations, located throughout Europe, to only two. These two stations are located in Germany, one in Frankfurt and the other in Nurnberg. Each station consist of a station commander and two recruiters.

The Frankfurt and Nurnberg Stations will cover the same amount of territory as the previous five stations but with a smaller recruiting force. In terms of land mass, Europe is the largest recruiting company in USAREC, servicing over 15 foreign countries. "It will be a challenge for our recruiters, but I believe they'll be successful," said Adams.

Success has always followed the Europe Recruiting Company. According to 1st Recruiting Brigade Operations, in FY 91 the Europe Company was the top RA company in the brigade. And in FY 92, the European Detachment is certainly holding their own.

Vernetta Graham, *RJ* staff



Heidelberg Detachment is located near some of Europe's most famous scenery. (Photos by Hector Garcia)

Winning essay makes a point

The Army and the Portland Chapter of the Society of American Military Engineers announced the winners of the Stay in School/Stay off Drugs essay contest during a ceremony in April.

Tawna Fenske, a senior at South Salem High School, Ore., won first place with her moving story of losing a friend to drug abuse.

Fenske received a \$300 savings bond, a trophy, an Army jacket, and an autographed photo of GEN Colin Powell for her efforts. Fenske received her prizes at a ceremony during her journalism class.

Over 160 students from Oregon and southwest Washington received certificates for entering the contest that promoted the Army's Stay in School/Stay off Drugs campaign.

Lynne Crawford, Portland Bn A&PA



Tawna Fenske received her prizes from MAJ Eric C. Simpson, Portland Bn, for capturing first place in the SIS/SOD essay contest (see essay below). (Photo by Lynne Crawford)

My friend

Since my sophomore year, I have been involved with R.E.A.C.H., an organization in which high school students visit grade schools to explain the importance of being drug and alcohol free. Often, as I look out at the wide-eyed little audience, I am overwhelmed by a sense of how young these children are, and how much potential they all possess. It's times like these when I would give anything to show them how much drugs can rob them of.

I trace my contempt for drugs back to an experience I had several years ago. As a seventh grader, I dressed and acted as normal middle school students do. Like most adolescent girls, I had a very close friend — the kind of friend you do everything with. We studied together, played on the same soccer team, giggled about boys, and told each other our deepest secrets. It was an ideal friendship. When our years of middle school bonding came to an end, we journeyed together into the exciting new world of high school.

Within the first few weeks of that year, my friend got a new boyfriend. He came from a tougher crowd than we usually ran with, and I found myself strangely intimidated by him. She began dressing and acting differently and became more withdrawn from our usual group of friends. As the year progressed, so did these changes. By November, she was skipping more classes than she attended. When she did come, she was often distant and wore a glazed expression on her face. When rumors began to fly that she was doing drugs, I confronted her. My heart sank when she confirmed my worst fears — she was, indeed, a drug user.

I did everything I could think of to stop her. I tried reasoning with her, explaining the physical damage she was doing to her body. I urged her to seek counseling and assured her that I was willing to help her in any way I could. Despite my attempts to stop it, I could feel my

friend slipping further and further out of my reach. On December 14, 1988, my friend attempted suicide. I was not with her at the time she slit her wrist with a razor blade in the same bedroom where we once stayed up all night telling dirty jokes. I am thankful she had a change of heart and enough strength to call for help before she passed out.

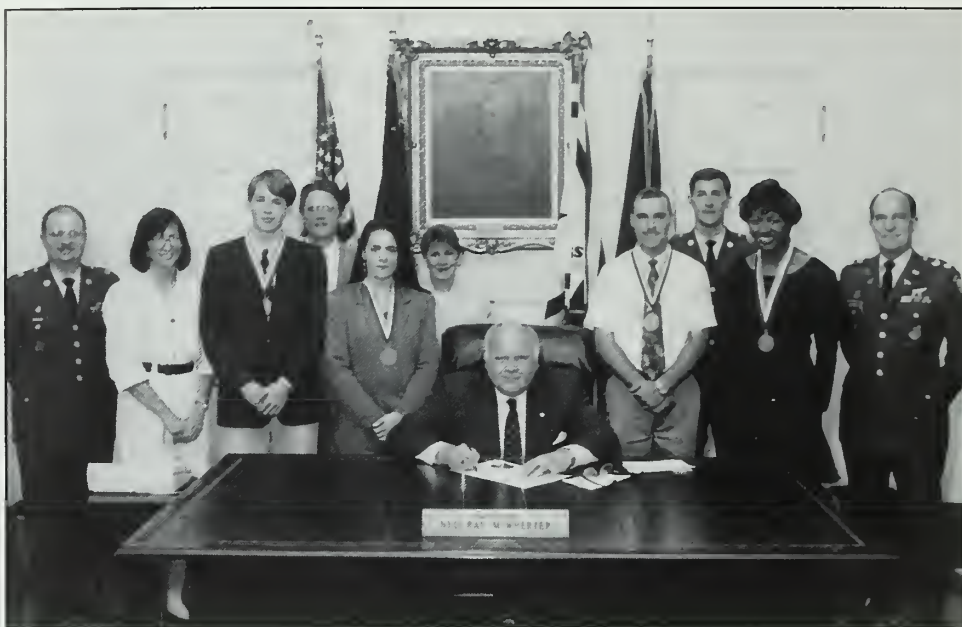
Her wounds healed slowly, but she was soon back to using drugs again. With every snort of cocaine or every drag on a joint, she not only hurt herself more, but pounded the stake of despair deeper and deeper into my heart. There is nothing that can make a person feel more helpless than watching a friend slowly kill herself with drugs. I have never felt so small or so powerless as I did at that time.

At the end of the summer, my friend moved away. We kept in contact, and as the months passed, I learned that she was trying to turn her life around. It has been almost three years now, and she is still struggling to recover from both the physical and emotional trauma of that year. I rarely hear from her now and both of us know that nothing will ever be the same between us. Not a day goes by that I don't think about her. I still worry that she'll fall back into the drug trap, and I know that the same fears race through her mind constantly.

Now, as I look into those trusting young grade school faces, I can still see my friend. Because of this experience, I now feel that there's more power to my message than "just say no." I tell those children my story and hope that they can learn from it. If just one child hears my message and refuses drugs because of it, I believe that all of this suffering has served some purpose. Drugs hurt more than just the user. The wounds that they inflict upon everyone around the user will never heal. I know mine haven't.

Tawna Fenske

■ Tennessee Governor Ned Ray McWherter signs the "Scholar/Athlete Week" proclamation recognizing the achievement of Tennessee high school students who excel as scholars and athletes. On hand are SSG Daniel Sorrow, Antioch (Tenn.) RS; Maureen Woodlee, parent; Jeremy Woodlee, winner; Larry Woodlee, parent; Erin Knapp, winner; Lynn Stamps, parent; Adam Sullivan, winner; SSG Jerry Critchelo, Columbia (Tenn.) RS; Shavonda Campbell; winner and LTC E. Gary Campbell, Nashville Battalion commander. (Photographic Services, State of Tennessee)



Portland rallies

■ The threat of rain didn't dampen the spirits of those attending the 1992 Army Stay in School/Stay off Drugs rally. The event, which drew over 300 people, was held recently at the King Neighborhood Facility in Portland, Ore.

Nick Jones, spokesman for the Portland Trail Blazers (basketball), encouraged the youth to pursue their dreams through education and drug-free living.

Jones and MAJ Eric C. Simpson, battalion commander, announced the winners of the Army Stay in School/Stay off Drugs Essay Contest.

Jones and Simpson also presented two Chief of Staff Youth Certificates of Recognition. One was given for achieving the rank of Eagle Scout and the other for achieving the Civil Air Patrol's Amelia Earhart Award.

John Rodgers, assistant to the

Portland mayor, and Simpson promoted 19 DEP members to the rank of E2.

Marty Howard, a Portland school board member, and Mark Helminiak, Portland Beavers Baseball Club general manager, encouraged the kids to heed the Army's challenge to Stay in school and stay off drugs.

Following the formal ceremony, the audience had the opportunity to explore military equipment.

Demonstrations by the MP canine team from Ft. Lewis, Wash., drew a large crowd.

SSG Kirk Kobak and SSG Heinrich Moses of Vancouver

Main Recruiting Station rappelled off the roof of the school as the crowd below cheered.

Musical entertainment also was provided. Each group delivered a message on the importance of education and a clear mind.

Stay in School/Stay off Drugs pledge cards were filled out and used to raffle off compact disks, Blazer posters and Army paraphernalia.

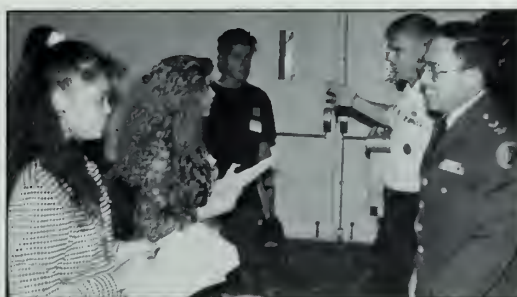
As the last song played and the rally drew to a close, there was no doubt that the Army is committed to the Stay in School/Stay off Drugs campaign.

Lynne Crawford, Portland Bn A&PA



DEPer Marcus Burks is promoted to E-2 by MAJ Eric Simpson and John Rodgers. (Photo by Maureen Meisner)

(right) COL Walter Ozawa and MAJ James Cockle respond to questions from students at Scholastic Press Conference. (Photo by Ray Graham)



Honolulu presses on

Recently, more than 60 of students, educators and recruiters from the Island of Oahu sat down for lunch at the Fort Shafter Officers Club for the second annual Scholastic Press Conference Journalism Contest and luncheon hosted by the Honolulu Recruiting Company.

The guest speaker was COL Walter Ozawa, deputy commander of IX Corps (USAR) headquarters at Fort Derussy, Hawaii.

Attendees were invited by personalized RSVP letters sent through school principals. Press kits were distributed containing an agenda, menu, biography on Colonel Ozawa, plus PPIs and RPIs. Students were asked to write a story about what they saw and heard, just as if they were writers for a commercial publication. They were encouraged to publish what they wrote in their school news papers.

The focus of Ozawa's speech was the Army of the 90s in light of the new world order, and benefits available to young people through an Army or Army Reserve enlistment.

"Our intent was to give these young students the experience of an actual press conference in hopes that a by-product would be favorable publicity for the Army in local

high school newspapers," said a Honolulu Company public affairs specialist.

Mr. Jon Yoshishige, military writer for the Honolulu Advertiser newspaper was recruited to judge story entries. Yoshishige selected first, second and third place winners, and honorable mentions were given to each entrant. Awards were to be presented at the annual high school commencement awards ceremony.

"We were highly impressed with the extensive participation and support we received from the schools. In nearly every case, either the principal, vice principal or the school newspaper advisor accompanied a journalism student, so our message was heard by the people we wanted to hear it," said MAJ James H. Cockle, commander, Honolulu Company.

This was a fun way to generate good publicity for the Army, while at the same time giving a real-world experience to high school kids. It's an event worth repeating.

Ray Graham, Honolulu Company A&PA

Runs to mingle

SGT Kevin J. Howell of the Utica-New Hartford Station uses his 7-year hobby of running to mingle within his recruiting area. It also helps channel any stress into a

positive activity.

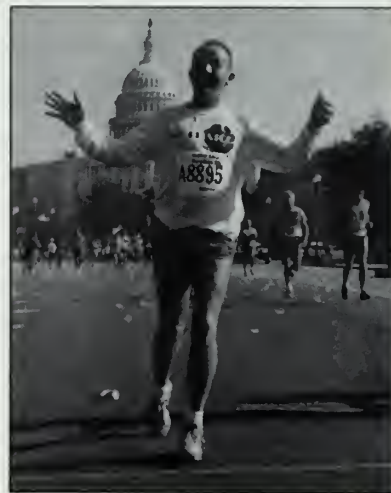
"Running provides me an opportunity to reach prospects who might otherwise be in a defensive mode when talking to a recruiter. This way they get to know me before pre-judging me as they might if I were in uniform," he said. He's a member of the Utica Road Runners, a YMCA-supported running club.

He also runs on his own in 26-mile marathons and has most recently participated in the Boston and Buffalo Marathons. He first started running in 1985 when he arrived at Fort Carson, Colorado, to help get adjusted to high altitude.

Howell, in the last 7 years, has participated in 15 marathons. He recommends any would-be marathon runners to get with a local club to work out a training schedule. He says that competing in one marathon in 3 months is the maximum that he'll do without overtaxing his system.

"It takes 3 or 4 months to really get started in recruiting," he says. "It takes that long to get involved in the community."

Garry Luke, Syracuse Bn A&PA



SGT Kevin Howell has fun during a marathon in Washington D.C.

ACAP awareness

■ Columbia Recruiting Battalion hosted an innovative event when it feted Army alumni as workers possessing the qualities sought by today's employers.

More than 200 guests, including the state's influential leaders in business, government and education, came to meet 30 Army alumni, both noncommissioned officers and officers. These 30 exemplified the skills, qualities and experience that the Army develops in its soldiers and that is so valued by business and industry.

ACAP representatives from Fort Jackson had set up a display booth outside the dining room where the meeting was to be held, while nearby, recruiters manned a recruiting display and answered guests' questions.

The program opened with remarks by battalion commander LTC Edward V. Cooper II. Heading the speakers' brief presentations was U.S. Representative

Floyd E. Spence, member of the House Armed Services Committee, followed by Civilian Aide to the Secretary of the Army and former Columbia mayor, T. Patton Adams. The Executive Director of the state's Employment Security Commission, Dr. Robert E. David, then spoke, and USAREC's commander, MG Jack C. Wheeler, concluded the speakers' presentations after a showing of the videotape, "Working for America."

The guest list included six retired general officers and the Commanding General of the U.S. Army Training Center and Fort Jackson, MG Richard S. Siegfried. Standing tall among them was GEN William C. Westmoreland, former Chief of Staff of the Army and former commander of the U.S. Forces in Vietnam.

Also present were representatives from federal, state and local government, including state congressmen. Officials of the Veterans Department and Vocational Rehabilitation, and Chambers of Commerce also attended.

Education was represented by several public school district super-

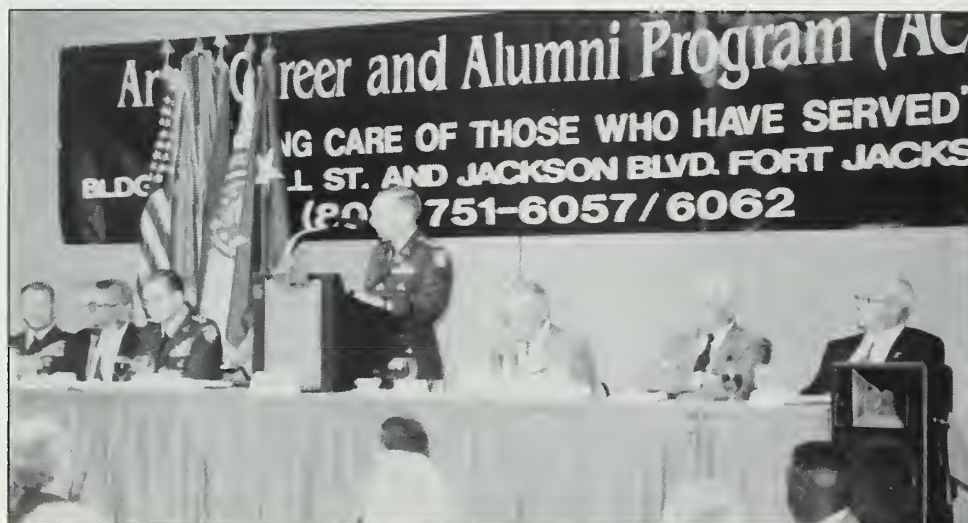
intendents, officials of public and private colleges and technical schools, high school principals, Fort Jackson's Director of Education and the Director of the state's Commission on Higher Education.

Business owners and managers from retail, manufacturing and service sectors came, and the professions of law and medicine, banking, insurance and non-profit agencies were represented.

Many of the guests have called or written to the battalion commander to express appreciation and excitement about the people they had met and what they had learned. Most had not previously realized that the ACAP mechanism was in place at Fort Jackson.

Recruiting Company commander CPT Jonathan Warren stated he expects his recruiters to "make money" on the event — and although not the prime purpose of the event, several Army recruitment leads have surfaced since the meeting.

Ellnor Furnell, Columbia Bn A&PA



Head table for the Army Alumni/Business Leaders Luncheon: (from left) MG Richard Siegfried, Mr. T. Patton Adams, MG Jack Wheeler, LTC Edward Cooper II, Congressman Floyd Spence, GEN William Westmoreland and Dr. Robert David. (Photo by Russ Fitzgerald)

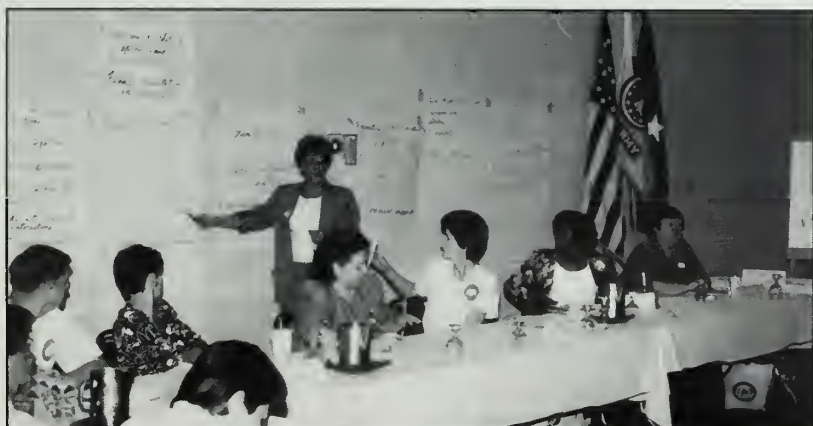
The symposium photos



(From left) CSM Hickie, Mrs. Lenhardt, MG Wheeler, Mrs. Wheeler, BG Lenhardt, Chief of Staff COL McGregor and delegates listen to the outbrief of symposium issues. (Photos by Jack Sebastyn)



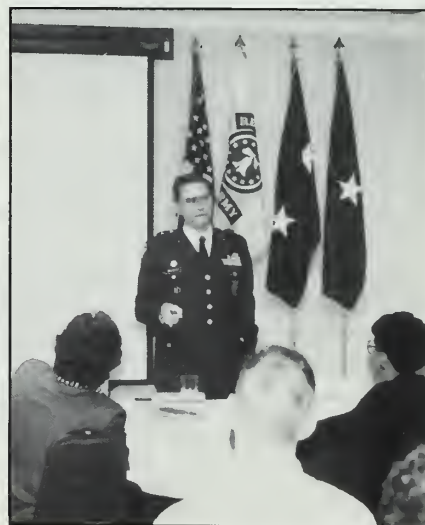
The symposium delegates divided into work groups to discuss problems and develop issues for HQ DA consideration.



Mrs. Ruth Quinn, Family Services Coordinator for the Albany Battalion, served as one of the group facilitators.



Margie Wheeler and Jackie Lenhardt congratulate a delegate for receiving a Certificate of Achievement at the symposium.



MG Wheeler addressed the delegates to USAREC's 5-day Family Support Group Symposium held in Nashville.

HOT Messages

- RECUSAR Message 92-057, provided an easy to follow guide when requesting a release on DD Form 368 (Request For Conditional Release From Reserve or Guard Component). This guide explains who has the authority to sign the conditional release.
- RECUSAR Message 92-059, states that individuals who possess a medical MOS or a language ASI are not qualified for the STARR program.

The word is getting out

USAR DTP losses will have to be made up starting 1 Oct 92 in the same manner as the Regular Army. The only exception is for losses taken prior to 30 days before the applicant ships to training. These losses will not have to be made up. Losses are required to be made up during the current RSM. If you have a weak DTP program it will show!

More on VSI/SSB

Recently, several thousand sol-

diers have entered the civilian job market. These soldiers are fully qualified for USAR enlistment; however, many recruiters may not be aware of that fact.

With the Army's restructuring, over 200,000 soldiers have left the military taking advantage of the VSI/SSB. Recruiters may wonder exactly how the VSI/SSB will effect the soldiers' eligibility. VSI soldiers who receive annual annuity payments and transfer to a TPU, will have their benefit reduced or eliminated. When the VSI soldier returns to a non-pay status, the annuity payment will continue. SSB soldiers receive a lump sum payment. If they transfer to a TPU, they are entitled to full pay and benefits.

The catch is, once they retire from the Reserve at age 60, they must pay back the entire amount (received) of the SSB or the VSI before they are eligible to collect a Reserve retirement paycheck.

Consolidated Lead List is coming your way

During the first quarter FY 93, the Consolidated Lead List (CLL) will be available at the touch of

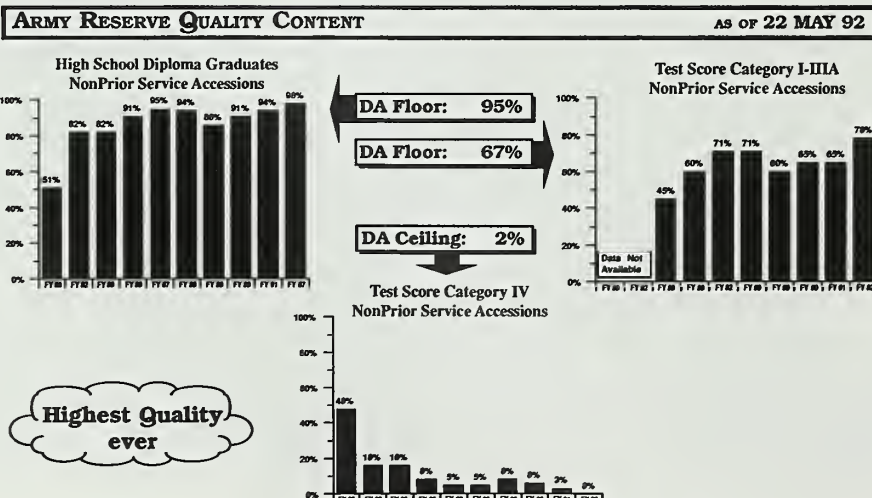
your keyboard. Stations will be able to pull their lead lists via ARADS. This will enable the recruiter to get the names of prior service soldiers as they depart the active component. The CLL is updated monthly.

Guidance Counselor Information

A common question that comes up on ship day is what happens when a soldier has had recent involvement with law enforcement agencies, pending court appearances or has failed to graduate from high school? Answer: USAREC Regulation 601-96, Appendix M-2 and REPQUAL. Do not cancel the reservation until you have followed these procedures. It is tough to retrieve lost training when it's not required.

If you have a question or an idea you want to share with others, write us. Please be as detailed as possible. Send mail to:

HQ USAREC
Director of Reserve Affairs
ATTN: RCRC-TIPS
Fort Sheridan, IL 60037-6000



CG's Team Excellence, 3d Quarter, FY 92

1st Brigade		
ALBANY BN Springfield Europe	Long Island Queens Bayonne	Miami San Juan
BALTIMORE BN Delmar Columbia Frederick Richmond Washington	RALEIGH BN Fayetteville Norfolk	MONTGOMERY BN Birmingham Dothan Mobile Montgomery
BRUNSWICK BN Bangor Manchester Portland	PHILADELPHIA BN Fort Momouth	5th Brigade
NEW YORK CITY BN Brooklyn New York City	PITTSBURG BN Fairmont	SAN ANTONIO BN San Antonio East
	COLUMBIA BN Columbia	HOUSTON BN Houston North
	SYRACUSE BN Rome	6th Brigade
	2d Brigade	SEATTLE BN Everett
	MIAMI BN	

Rings

ATLANTA SFC Bailey, Annie Christine SFC Hill, Nelson Lee SFC Longwood, Kyron W. SFC Terrell, Joel Timothy		
BALTIMORE SFC Carroll, Charles Cedric SFC Hickman, Ivory Lee SFC Watkins, Connie Maria	MIAMI SSG Friendly, James SFC Hernandez, Samuel SSG Ingram, Christopher SSG Manning, David M. SFC Nunez, Andres SFC Rios, Ramiro	PORTLAND SSG Hewlett, Nancy Louise SFC McCaughey, Paul Henry
COLUMBUS SSG Hurst, James Timothy	MONTGOMERY SSG Castille, Leslie SFC Turner, Vincent SSG Price, Jesse	RALEIGH SSG Koger, John T. SSG Skipper, Gary SFC Tucker, Darol SFC Wright, Jimmy
DALLAS SSG Burden, Gregory Phillip	NASHVILLE SSG Douglas, Chester D. SFC Moore, Rubin Jefferson	SALT LAKE CITY SFC Galloway, Todd B.
INDIANAPOLIS SFC Conner, David Lee SFC Dunn, Bernard Leo	NEW YORK CITY SSG Maldonado, Gabriel	SAN ANTONIO SFC Bartosevich, Monnie L. SSG Molina, Domingo N., Jr.
JACKSON SSG Calloway, Jeffrey L.	PHILADELPHIA SSG Laughton, John Allen	ST. LOUIS SFC Dickey, Raleigh W. SFC Owens, Robert Earl SGT Young, Robert
LANSING SSG Norfolk, Larry SSG Randall, Gerald Patrick SSG Ratcliff, Michael Lynn SGT Robinett, Ole Joseph III	PITTSBURG SSG Brown, Shawn Patrick SSG Linkenhoker, Michael Roy SSG Vorum, Jennifer M.	TAMPA SFC Bonebreak, William H. SSG Reeves, Kevin M.

Gold Badges

ALBANY

SSG Davis, Charles Christopher
SGT Gleason, Howard Thomas
SFC Jewsbury, William Joseph
SFC Myers, Michael
SSG Reeves, Philip Hilman

ALBUQUERQUE

SSG Robbins, Silas G.
SSG Romero, Manuel E.

ATLANTA

SGT Brown, Ivanetta Faye
SGT Harrison, Anthony Earl
SSG Lunsford, Orin Smith Jr.
SFC Miller, Douglas Renard
SFC Stombaugh, Stephen J.

BECKLEY

SGT Westmoreland, William C.

BRUNSWICK

SSG Acedo, Marion S.
SGT Bell, Timothy R.
SSG Boatwright, David D.
SSG Boyd, Philip M., Jr.
SSG Campbell, John E.
SFC Fuegmann, Jack H.
SGT Jackson, William J.

CHICAGO

SFC Kendall, Ralph William
SSG Morgan, Reginald

CLEVELAND

SSG Iacono, John C.
SFC Taiste, Michael

COLUMBIA

SGT Bernier, David Allen
SSG Cannon, Jeffery Kelvin
SGT Church, Kenneth Robert
SSG Estes, Wanda Boggs
SFC Evans, Nathan Francis
SSG Griffard, David Jr.
SSG Heckel, Gregory A.
SGT Holloway, David
SSG Kirkemo, Ronald Byron II

SGT Laury, Anthony Orlando
SGT Maharaj, Teeluckdharry
SSG Shindorf, Richard Edward
SSG Sumler, Larry Michael
SGT Wallace, Ellis Ivan
SSG Wallace, Jeffery
SSG Williams, Cornell

COLUMBUS

SGT Phelps, Karl Anthony

DALLAS

SSG Ellingworth, Steven C.
SGT Floyd, Darin O.

DES MOINES

SGT Hoodless, John Haston Jr.
SSG Hultquist, Bradley Dee
SSG Singleton, Stanley

HARRISBURG

SFC Lenahan, Timothy Patrick
SGT Pross, David Bruce
SSG Wynn, Evan Bartley

HOUSTON

SSG McPhee, Arlene
SSG Ortizvasquez, Policarpio

JACKSON

SFC Jones, Joe E.

JACKSONVILLE

SSG Larsen, Eric J.
SFC Maldonado, Pedro J.

KANSAS CITY

SSG Fletcher, Troy Dale
SSG Hanna, Gerald Bernard
SSG Holley, Timothy John

LANSING

SGT Hill, Vincent E.
SSG Jones, Thomas R.
SGT Smith, Kenneth

MILWAUKEE

SGT Gamez, Arturo E.

MINNEAPOLIS

SGT Belle, Errol Emanuel

SGT Butler, John Archer

MONTGOMERY

SGT Abrams, Ronald L.
SSG Christian, Eric B.
SFC Darby, Randell

NASHVILLE

SGT Agee, Gene Edward Jr.
SSG Maples, William A.
SSG McElroy, Bruce Altman

NEW YORK CITY

SSG Acosta, Denny Jr.
SSG Carney, Neal T.
SSG Gilliam, Julie
SSG Hugh, Steve E.
SSG Shepherd, James

OKLAHOMA CITY

SSG Rutledge, Margaret Ann

PHILADELPHIA

SFC Daniel, Craig
SSG Feliciano, Jose M.
SGT Harris, Varick Terrell

PHOENIX

SSG Dawson, Jeffery

SACRAMENTO

SGT Snipes, Ronald Lee

SAN ANTONIO

SGT Goudy, William H.

SEATTLE

SFC Endresen, Robert John
SGT Fenaux, Jean Pierre

SYRACUSE

SSG Kristek, Robert Michael Jr.
SGT Rothberger, Lester J. Jr.
SGT Spencer, Richard H.
SGT Vazquezlopez, Saul A.

TAMPA

SSG Simon, Woodrow Jr.
SSG Vienneau, Kevin

RSC Schedule

RSM August

Cinema Vans

PHOENIX, Aug 25 - 31
SYRACUSE, Aug 27 - 31

RSM September

Cinema Vans

CLEVELAND, Sep 4 - 19
DES MOINES, Sep 7 - 28
LANSING, Sep 10 - 25
LOS ANGELES, Sep 14 - 25
NASHVILLE, Sep 12 - 16
NEW ORLEANS, Sep 21 - 25
PHILADELPHIA, Sep 21 - 28
PHOENIX, Sep 1 - 25
SALT LAKE CITY, Sep 1 - 25
SAN ANTONIO, Sep 1 - 25
SYRACUSE, Sep 1 - 7

Cinema Pods

ALBANY, Sep 16 - 27
CLEVELAND, Sep 19 - 28
LOS ANGELES, Sep 14 - 28
RALEIGH, Sep 21 - 25

High Tech Exhibits

Chicago, Aug 21 - 27
Indianapolis, Aug 14 - 19
Phoenix, Sep 2 - 25

Medal of Honor Special Exhibit

Columbus, Sep 9 - 18
Milwaukee, Aug 8 - 9
Syracuse, Aug 14 - 16

History Exhibit

Milwaukee, Aug 8 - 9
Phoenix, Sep 9 - 25

Answers to the Test

1. D; USAREC Reg 621-1, Chap 3, para 3-2
2. A; AR 601-210, Chap 2, Table 2-3, Rule L
3. B; USAREC Reg 350-7, Appendix N, N-4
4. A; USAREC Pam 601-8-1, para 4c
5. D; USAREC Reg 350-6, App E, sect II, E-2
6. C; USAREC Reg 350-6, Chap 3, sect V, 3-14d,
Table 3-1
7. C; USAREC Reg 350-7, App D, D-2(a)(1)
8. D; USAREC Reg 350-7, Sect IV, para 4-22(b)(2)
9. A; USAREC Reg 350-6, Chap 3, sect V, 3-11b(2)
10. B; AR 601-210, Chap 10, para 10-9 h(1)
11. C; USAREC Reg 601-37, Chap 5, para 5-8a(3)
12. A; USAREC Reg 350-6, App C, C-3a
13. C; USAREC Reg 350-6, Chap 3, para 3-14b
14. A; USAREC Pam 350-7, Chap 6, para 6-2
15. B; AR 601-210; Chapter 3, Rule F



(At left) This World War II poster captured the spirit of commitment by all Americans during the era.

Training Tips

Question: Our behavior patterns are formed through knowledge, attitude, skills, and habits. Which factor is the most important?

Answer: To determine the answer to that question, list ten of the most important or successful people you have known who have had an impact on your life. Beside each person's name write the strongest personality trait/behavior pattern that was exhibited in that person's dealings with you.

Evaluate each trait to see if it is primarily the result of a natural talent or gift, skill training or education, or if it is developed through attitude. Each trait can have more than one answer. You will find that most of the traits you listed that have had impact upon you are the result of attitude.

Performing this exercise will demonstrate how influential attitudes are in developing our behavior patterns.

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ARMY, BE ALL YOU CAN BE.